

Design Thinking - The Need for the Marketing Concept

1.) Design a Desk for a School Teacher. Incorporate the size, design, amenities, etc... that you think teachers would want.

- The Visual needs to be easy to see (Use colors and a key if necessary)
- Provide at least 2 view points for a teacher to gain a perspective on what was designed

2.) Interview at least 5 teachers and ask them if they had the money would they purchase your desk? Record the responses and share the results. Reflect on your findings, were you surprised?

3.) Then ask the 5 teachers what they liked and what they disliked about the desk. Record the feedback from each teacher separately.

4.) Reflect on the feedback. What did you learn about from your design compared to the feedback you received? What was similar and what was different?

5.) What is the problem when you rely on your own perspective?